

How Lunchables Built Brand Engagement in the Metaverse

1MM+

Game Visits in Under 2 Months

City Slam Survival surpassed 1 million visits without Roblox brand team support, outperforming other branded games.

68,545

Hours of Total Engagement

Players spent meaningful time engaging with the Lunchables brand in an immersive environment

914K

Portal Installs

Exceeded target installation goals, landing in the upper range of 707K-1.06M target

71%

Rating Score

Significantly higher than other branded Roblox games, with competitors averaging 18-57%

ABOUT LUNCHABLES

Lunchables makes buildable, real food that enables fun and creativity. In 2021, they uncovered a core insight: building kids into better humans requires parents to let their kids be builders first. This insight led to their "Built to Be Eaten" campaign, showcasing creative "Lunchabuilds" like cracker rocketships and pretzel trojan horses. One year later, the "Lunchabuild This" campaign was born, opening families' minds to the fact that anything can be a Lunchabuild.



THE CHALLENGE

In 2022, Lunchables approached Playwire with an ambitious goal: expand their "Lunchabuild This" campaign into the metaverse while maintaining strict compliance with CFBAI (Children's Food and Beverage Advertising Initiative) regulations. The challenge was twofold:

- ✓ Create an engaging, on-brand experience that resonates with young gamers
- ✓ Maintain compliance with strict kids' marketing regulations while delivering fun gameplay

THE SOLUTION

In 2022, Lunchables approached Playwire with an ambitious goal: expand their "Lunchabuild This" campaign into the metaverse while maintaining strict compliance with CFBAI (Children's Food and Beverage Advertising Initiative) regulations. The challenge was twofold:

- ✓ Players collect Lunchables items to create colossal constructions
- ✓ Protect themselves from bizarre invaders and disasters
- ✓ Level up to earn better gear, crazy outfits, and adorable pets
- ✓ Drive vehicles made entirely of Lunchables components
- ✓ Explore three giant maps filled with Lunchables-themed elements



GAME COMPONENTS BY THE NUMBERS

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By the end of 2022, the game featured:

15 collectible pets

30+ outfits and equipment pieces

4 driveable Lunchables vehicles

70+ Lunchabuilt objects

3 expansive themed maps

30+ unique disasters

AWARD-WINNING INNOVATION

The campaign's innovative approach to brand integration earned prestigious recognition:

- ✓ [Tempest Awards 2023: "Best In-Game Brand Activation"](#)
- ✓ [2023 Digiday MEDIA Awards: "Best Use of Emerging Tech"](#)



IMPRESSIVE RESULTS

The game's performance metrics tell a compelling story of success:

ENGAGEMENT METRICS

- ✓ 1,010,441 total plays
- ✓ 68,545 hours of total engagement time
- ✓ 4.5 minutes average session length
- ✓ 13,932,987 total impressions
- ✓ 914K total portal installs

PLAYER FAVORITE

- ✓ **Pets:** Ham Puppy and Ham Cat
- ✓ **Equipment:** Pretzel Pickaxe and Golden Jet Pack
- ✓ **Cosmetics:** Ham Mask and Lunchables 100% Juice t-shirt

COMPETITIVE EDGE

The game's 71% rating significantly outperformed other branded Roblox experiences:

- ✓ Philips Norelco Shavetopia: 18%
- ✓ Kellogg's Froot Loops game: 42%
- ✓ Walmartland: 57%

For context, Chobani's Roblox game, released in May 2022, generated only 31.3K visits since launch - a fraction of City Slam Survival's performance.

STRATEGIC INNOVATION

Two major content updates, "Thanksgiving in Paradise" and "Holidays on the Moon," expanded the game's scope and maintained player engagement. These events introduced fresh content while reinforcing the brand's creative building message.

The team successfully balanced strict adherence to Kraft's approved food types and advertisement disclosures without compromising creativity. For example, the game featured a rocket ship built entirely from crackers, cheddar cheese, ham slices, chicken nuggets, and pretzels that actually blasts off into space - perfectly embodying the spirit of Lunchabuilds.

A NEW BENCHMARK **IN BRAND GAMING**

The Lunchables City Slam Survival campaign set a new standard for brand integration in gaming, demonstrating how creative thinking and technical expertise can deliver engaging experiences while maintaining brand compliance. The campaign's success - measured in both player engagement and industry recognition - validates Playwire's approach to innovative brand activation in the metaverse.

Ready to take your brand into new digital frontiers? Contact Playwire to learn how we can help you engage audiences in unexpected ways.



[Watch the full gameplay experience.](#)

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